DOCUMENT RESUME

ED 219 005 HE 015 241

AUTHOR	Greenwood, Robert; And Others
TITLE	Higher Education and the Economy: A Survey of the Impacts on Pennsylvania's Economy of Its Colleges and Universities. Case Study Reports.
INSTITUTION	Pennsylvania Economy League, Inc., Harrisburg, State Div.
SPONS AGENCY	Buhl Foundation, Pittsburgh, Pa.; Pennsylvania Association of Colleges and Universities, Harrisburg.; Pennsylvania Higher Education Assistance Agency, Harrisburg.; Pennsylvania State Board of Education, Harrisburg.
PUB DATE	Dec 81
NOTE	47p.; For related documents, see ED 212 204 and HE 015 242.
AVAILABLE FROM	Pennsylvania Economy League, Inc., State Division, 105 North Front Street, Harrisburg, PA 17108.
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Business; *Case Studies; Economic Climate; Economic Research; *Educational Economics; Educational Finance; Employment Opportunities; Expenditures; Geographic Regions; Government School Relationship; *Higher Education; Income; Institutional Characteristics; Investment; Money Management; Operating Expenses; *School Business Relationship; *School Community Relationship; School Funds; State Surveys
IDENTIFIERS	Allegheny College PA; California State College PA; Carnegie Mellon University PA; Clarion State College PA; Community College of Allegheny County PA; Edinboro State College PA; Gannon University PA; Juniata College PA; Lycoming College PA; *Pennsylvania; Temple University PA; Thomas Jefferson University PA; University of Pittsburgh PA; University of Scranton PA; Villanova University PA; Washington and Jefferson College PA

ABSTRACT

The economic impact of Pennsylvania colleges and universities on the community, region, and state and the immediate new economic return for public and private dollars were assessed. One study phase involved the collective impacts of all of the accredited 2- and 4-year degree-granting colleges and universities in Pennsylvania upon the total economy of the state, based on data from 99 higher education institutions. Colleges were also invited to volunteer to conduct individual studies of their community economic impacts. A brief summary is presented of the results of each of the 17 case study reports submitted by individual colleges and universities as of October 1971, along with a description of the suggested methodology and collective observations regarding case study results. For the institutional case studies, information is presented on demographic and economic characteristics, including population, income, employment, service area business activity, enrollment and degrees conferred, revenues, capital assets, expenditures, the institution as an employer/property owner/investor, and tax revenues received by the city and county from college-related sources. In addition, excerpts are presented from the report of the statewide higher education economic impacts, which is entitled "Higher Education: Its Economic Relationships." A diagram illustrates how revenues received by colleges are rechanneled back into the economy in the form of salaries to employees, taxes and fees to governments, and payments for goods and services purchased from businesses. Enterprises that are economic by-products of the college include facilities for housing and feeding students, health services and retail functions, research laboratories, and athletic activities. A case study report summary outline is appended. (SW)

ED219005

HIGHER EDUCATION AND THE ECONOMY

A SURVEY OF THE IMPACTS ON PENNSYLVANIA'S ECONOMY OF ITS COLLEGES AND UNIVERSITIES

CASE STUDY REPORTS

Conducted by the
Pennsylvania Economy League, Inc.
State Division

For the
Pennsylvania State Board of Education
and the
Pennsylvania Higher Education Assistance Agency

in cooperation with the
Pennsylvania Association of Colleges and Universities

HE015-241

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
This document has been reproduced as received from the person or organization originating it.
Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

December, 1981

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Pennsylvania Economy League, Inc.
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

TABLE OF CONTENTS

FOREWORD iii

I. MEASURING ECONOMIC IMPACTS 1

II. CASE STUDY FINDINGS: A SUMMARY 4

III. CASE STUDY FINDINGS 6

- Allegheny College 7
- California State College 9
- Carnegie-Mellon University 11
- Clarion State College 13
- Community College of Allegheny County 15
- Community College of Philadelphia 17
- Edinboro State College 18
- Gannon University 19
- Juniata College 21
- Lycoming College 23
- Temple University 25
- Thomas Jefferson University 27
- University of Pittsburgh 29
- University of Scranton 31
- Villanova University 33
- Washington and Jefferson College 35
- Williamsport Area community College 37

APPENDIX 39

HIGHER EDUCATION AND THE ECONOMY

CASE STUDY REPORTS

ERRATA

Page Twenty-Nine

University of Pittsburgh

IV. The Institution

C. Degree Offerings

1. Baccalaureate Degrees in 115 programs.
Master's Degrees in 127 programs.
Doctoral Degrees in 87 programs.
First Professional Degrees in Law, Medicine, and Dental Medicine.

V. Financial Characteristics and Trends

A. Revenues ($000)	1970	1980
1. Tuition and fees	$21,538	$60,544
2. Government Appropriations	40,447	72,042
8. Other revenues	4,147	12,402
B. Expenditures ($000)		
3. Other	13,443	18,727
4. Total expenditures	$114,361	$244,976

VII. The Institution as an Employer (1979-80)

A. Total full-time employment

1. Faculty - 2,067
2. Staff - 4,032

Page Thirty

IX. The Institution as an Investor (1979-80)

A. Bank deposits

1. Average monthly balance - institution, employees, students.

a. In service area - $128,185,000
b. Outside service area - $52,415,000

FOREWORD

A Need for Information

Pennsylvanians traditionally have endeavored to meet the economic needs of the state's institutions of higher education through generous private support and in growing public tax support. These endeavors are sometimes handicapped by a lack of tangible and reliable information on the measurable economic returns to be expected from the dollars invested in higher education.

There have been special studies by governing bodies and administrators of institutions of higher education in Pennsylvania and elsewhere to measure, in quantitative terms, the impact of individual institutions on the economies of their respective communities. However, there is little or no "hard" data available to assess on an aggregate basis the total contribution made to the state's economic well-being by Pennsylvania's higher education institutions.

The availability of such comprehensive data can be of substantial value to college and university administrators, and to those who make decisions as to current and future support of higher education, whether these be private individuals, corporations, foundations or government officials. Such data should aid them in formulating and supporting policies having to do with the amounts, allocations and conditions of future support for higher education in Pennsylvania.

To Meet the Need

It is for the purpose of meeting this need for objective and reliable data, encompassing most public and privately supported higher education institutions in Pennsylvania, that a comprehensive analytical survey was proposed by leaders in higher education coordinated through the Pennsylvania Association of Colleges and Universities.

A primary objective of the proposed survey was to assemble, classify, analyze and interpret the meaning of available factual data measuring current annual contributions by colleges and universities to the community, regional and state-wide economies in Pennsylvania, and to compute the immediate net economic return for public and private dollars.

Commissioned to conduct the study was the Pennsylvania Economy League, Inc., a non-profit, citizen-supported public affairs research agency. Official study sponsorship was shared by the Pennsylvania State Board of Education and the Pennsylvania Higher Education Assistance Agency. The latter agency and the Buhl Foundation shared in financing most of the study cost.

The 14-month study was begun in August, 1980. General surveillance of the study design and conduct was the function of a nine-member Overview Committee of college presidents and education officials, and technical assistance was provided by a Technical Advisory Committee of economists and academic business administrators (see Appendix for committee rosters).

A Dual Perspective

It might be said that the total economic impact of the colleges and universities on Pennsylvania's economy is an aggregation of the impacts on their respective host communities of each college and university in the state. With this in mind, the economic impact study was approached from two perspectives.

One phase of the study involved an effort to measure the collective impacts of all of the accredited two and four-year degree-granting colleges and universities in Pennsylvania upon the total economy of the state. Data were assembled from both existing sources and an original questionnaire survey of the 125 institutions in Pennsylvania, of which 99 responded, representing more than 92 percent of the total enrollment. The results of this survey, including original collective measures of the aggregate impact of all of the institutions as employers, consumers, investors, property owners and taxpayers is presented in a report titled HIGHER EDUCATION AND THE ECONOMY — THE STATEWIDE IMPACTS.

To supplement and corroborate the aggregate measures of statewide impacts, colleges and universities were invited to volunteer to conduct individual studies of their community economic impacts. Of the twenty-five institutions that volunteered 17 responded, representing 14 percent of the total number of colleges and universities and approximately 30 percent of their total enrollment. These are listed in Exhibit 1.

Case Study Procedures

The volunteer case study institutions, representing a cross-section of Pennsylvania's colleges and universities, accepted responsibility for conducting a comprehensive analysis of the economic impact of their respective institutions upon the regional "market area" in which each is located. Guidelines for the conduct of the studies were formulated and furnished by the Pennsylvania Economy League staff, who also provided individual consultative service to the institutions as requested. The institutions were requested to report, in a uniform format, the highlights of their respective studies' results to the Pennsylvania Economy League to be incorporated in a consolidated report. It was assumed that each institution would also wish to publish a more comprehensive document appropriate for reporting to their respective constituencies.

The Consolidated Report

Within this report, a brief summary of the results of each of the case study reports submitted by individual colleges and universities as of October 31, 1981, is presented together with the description of the methodology suggested and the collective observations as to the case study results.

It is tentatively planned that should a sufficient number of additional case studies be completed and reported after October 31, 1981, a revised edition of this report will be published at a later date. Those wishing more extensive reports of the case studies of any of the individual colleges or universities included in this report should apply to the respective institution.

For Future Use

The methodology, systems and calculations utilized in the statewide and individual institution case studies are to be incorporated in procedural manuals intended for future use in conducting separate institutional studies, updating the Pennsylvania statewide survey, or undertaking similar statewide surveys in other states.

Acknowledgements

Principal research responsibility for the study was assigned to staff associate Robert Greenwood, assisted by staff associates Lewis Lee and Kenneth Crump.

Invaluable counsel and assistance were provided by members of the study Overview Committee, chaired by Rev. William J. Byron, S.J., President, University of Scranton and by members of the Technical Advisory Committee.

Special appreciation is reserved for the willing assistance of staff of the Pennsylvania Higher Education Assistance Agency which provided computer services, for the counsel and information provided by staff of the Pennsylvania Department of Education, and for the cooperation of the presidents and administrative staffs of the participating colleges and universities and their association, the Pennsylvania Association of Colleges and Universities.

Credit is deserved for the pioneering efforts in developing approaches and procedures for measuring economic impacts utilized in this study and described in published works by Professors Herbert Isaacs and John Caffrey for the America Council on Education, and Charles D. Salley of Georgia State University.

The study could not have proceeded without the generous financial support of the Buhl Foundation and the Pennsylvania Higher Education Assistance Agency.

EXHIBIT 1

CASE STUDY INSTITUTIONS

Private Colleges and Universities
Allegheny College
Carnegie-Mellon University
Gannon University
Juniata College
Lycoming College
University of Scranton
Villanova University
Washington and Jefferson College

State-Aided
Thomas Jefferson University

State-Owned
California State College
Clarion State College
Edinboro State College

State-Related
Temple University
University of Pittsburgh

Community Colleges
Community College of Allegheny County
Community College of Philadelphia
Williamsport Area Community College

I. MEASURING ECONOMIC IMPACTS

Interacting Relationships

In the report of the statewide higher education economic impacts, *Higher Education and the Economy,* Chapter II (Higher Education: Its Economic Relationships) presents a detailed discussion of the interactions of the economy and the colleges and universities.

Excerpts from that Report are combined here with some supplementary observations concerning the economic contributions of the individual colleges and universities to their host communities.

The Economic Roles

Clearly, the primary function of the college or university is in teaching and research; participating as an operating enterprise in the economic activity of the region or state is incidental to that prime function. Nevertheless, as a practical matter the presence of the institution represents an important economic as well as cultural asset to the community and state. These more immediate economic contributions are of substantial importance in maintaining workable relationships with the community and with public and private sources of financial support. Furthermore, this aspect of the economic role of the college or university is subject to reasonably accurate statistical measurement and relatively simplified presentation.

The results of economic impact studies often are surprising to the public and, indeed, to the academic community in terms of the prominent economic status of the college or university as an employer, consumer of goods and services, investor and property owner. Beyond the short and long-term role of the college or university in the economy is its function as a center for social and cultural advancement, which again defies quantitative evaluation.

The Transactions Flow

The immediate function of the institutions of higher education is to redirect the uses and locations of existing resources — whether these be family or student earnings and savings, corporate earnings, public funds or philanthropic assets — to supply the necessary elements of the instruction process. Resources expended to acquire manpower, materials, services and plant assets are introduced and re-circulated in the regional economy in the forms of wages, purchases of goods and services, contributions to government, acquisitions of capital assets and accretions to net savings. The ultimate product of this channeling of pre-existing economic resources through the colleges and universities is an intangible "value added" representing additions to knowledge, creative capabilities, economic productivity and cultural enrichment of students.

Important and essential economic by-products which are ancillary to the instructional function are the commonly termed "auxiliary enterprises". They include facilities for housing and feeding students, health services and retail and service functions, all designed primarily to supply student instructional and personal needs. Also included are hospitals, research laboratories, athletic activities, hotels, conference centers, research laboratories and the like.

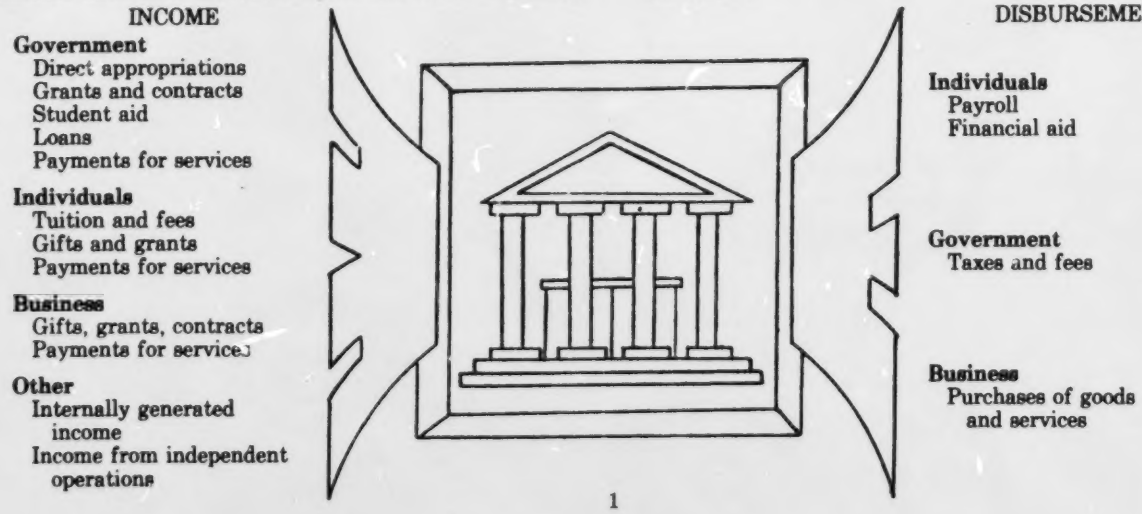
These auxiliary enterprises operate in the economy in much the same manner as do private enterprises. They generate their own resources in the form of income from sales of goods or services, a significant portion of which is imported into the community. In the operation of the auxiliary enterprises, these resources are converted to create jobs and payrolls and to purchase goods and services in the immediate area.

The nature and relative importance of in-flow and out-flow transactions, illustrating the typical posture of the college or university in the regional, state or national economies, are illustrated by the diagram presented as Exhibit 2.

EXHIBIT 2

Cash Flow System For Institutions Of Higher Education

Revenues received by institutions of higher education are not absorbed by the institutions but, rather, are re-channeled back into the economy in the form of salaries and wages to employees, taxes and fees to governments and payments for goods and services purchased from businesses.



1

State and Regional Impacts

The economic role of the college or university is enhanced as the geographic area within which that impact is to be measured is reduced.

Within the boundaries of a state, the higher education function serves not only to redirect the uses or applications of wealth and economic resources, but also to relocate their immediate application among regions. To the extent that funds flow into Pennsylvania from other states and from the federal government for support of students and the institutions they attend, new economic resources are introduced into the Pennsylvania economy which otherwise would not be present.

This inflow is offset partially by the transfer out of state of resources of students and their families, plus publicly subsidized loans and scholarships, expended elsewhere by Pennsylvania residents who attend colleges or universities in other states. The institutions of higher education in Pennsylvania spend part of their resources for purchases of goods and commodities in other states. By the same token, they receive alumni contributions, corporate contributions and philanthropic gifts, grants and endowments from sources outside Pennsylvania.

The complex interstate exchange of resources becomes even more complicated when the effort is made to measure the net economic impact of a college or university within a still smaller geographic region — its host community, or immediate "market area". Here, the net economic impact is enhanced, in that resources brought into the area by students and by state tax-supported subsidies and other forms of support for the institution, together with the net income imported into the area by auxiliary enterprises, can have a dramatic localized impact in jobs created, increased trade, enhanced property values, and enlarged credit bases. Whereas some of these economic benefits may tend to be neutralized when measured on a statewide basis, they can represent a sizeable net contribution to the economic sustenance of a community. This is true particularly when any extraordinary portion of the local population is made up of college or university students, and when the normal economic base of the community is limited or depressed.

An important consideration in the measurement of the economic impacts of any enterprise, including a college or university, is the "multiplier effect" of the recyclying or respending of its original expenditures within a given area. Each dollar of expenditure by the institution, its employees and its students for goods or services in the immediate area produces additional jobs, compensation for which is largely respent in the area, or generates localized purchases of inventories and supplies by enterprises with which the university does business. The tracing of each dollar of expenditure through its complex train of transactions is difficult, and is made even more difficult when an attempt is made to measure the impacts of that flow within a restricted regional area. Nevertheless, the "multiplier effect" of the initial expenditures in the region attributable to the presence of a college or university is an essential factor to be considered in measuring economic impact.

In summary, it may be argued that from a national perspective colleges and universities serve largely to redirect earnings and savings through different channels than might otherwise occur, rather than to create tangible wealth. But, if their net impact is to be assessed within a limited geographic region — a state or a community — that impact is enhanced by the effect of transferring resources out of one geographic area and into another. It can be assumed safely that if existing institutions of higher education were not present in a community or state, a significant portion of their income would be routed to other communities or states by residents seeking post-secondary education where available elsewhere. Thus, from a practical standpoint, it is a justifiable assumption that the collection and disbursement of funds by institutions of higher education, separately or collectively, result in a net increment to the economy of the state and to the respective host communities.

Governmental Relationships

Public funds, originating from federal, state and local levels of government flow directly into higher educational institutions and to their students in the form of operating subsidies and various forms of student aid. Certain direct services, primarily of a protective or utility nature, are provided largely by local governments to colleges or universities within their jurisdictions at a cost which would not be incurred were the institution not present.

Although the instructional properties of higher education institutions are ordinarily exempt from local real estate taxes, the institutions do pay taxes upon properties not qualified for exemption because they are not used exclusively for educational purposes. These include properties used by some of their auxiliary enterprises or activities. Somewhat more difficult to measure, but nevertheless significant, are the enhancements in property values, and consequent property tax and other tax receipts, attributable to the presence of the college or university.

By their presence, the auxiliary enterprises as employers generate property, income and excise tax revenues paid directly or through the enterprise as a collector to state and local governments and to the federal government. In the reverse direction, federal, state and local governments provide services not only to the college or university, but also to its employees and students and to its auxiliary enterprises and their employees.

These interrelationships of government and higher education institutions are an acknowledged factor in evaluating the economic impact of the institution upon its community, state and nation. However, because the focus of this study is upon economic, rather than general community impacts, it has been determined that governmental relationships are of incidental interest and warrant secondary treatment. One element of this relationship is accorded special importance — that being the general subsidization of higher education by governments at all levels, through direct support of the institution, aids to students and restricted or unrestricted special purpose research or other grants. This factor is discussed as an element of income available to colleges and universities.

Direct Services to Business

In addition to their roles as operating enterprises and instruction centers, many colleges or universities provide direct services and facilities to business designed to improve the quality of products and the efficiency with which they are provided. Included are talents and facilities for technical and administrative research, expert consultation related to products and production, manpower training skills and facilities, facilities and staff for seminars and conferences, and the services of skilled personnel on

corporate boards and advisory committees. These services are available to manufacturing enterprises, financial institutions, agriculture and other categories of productive enterprise.

University and college laboratories and the technical expertise of their faculties and students are responsible for outstanding innovations in product development and production methods. There is a continuing exchange of skilled personnel between productive enterprises and colleges and universities as well as a flow of contract-related funds and contractual research services. Most industrial developers agree that the presence of advanced technical training and research facilities provided by colleges and universities is a major plus factor in attracting industries and jobs to a state or to a region, with the attendant benefits of increased employment and production.

In addition to providing candidates for recruitment by business and industry to meet their manpower needs, the colleges and universities provide a valuable resource for specialized training or retraining of the workforce, often especially designed to meet the needs of the community, the region or the state.

Like the "human investment" concept of economic contribution by higher education, the direct and unique services to satisfy the needs of a growing regional or state economy are difficult to measure in quantitative terms. In this study, the attempt is limited largely to describing and enumerating the services and facilities made available in Pennsylvania.

As a market for the products of its institutions of higher education, Pennsylvania's economy generates a continuing demand for advanced preparation and training in managerial and technical fields required in its basic productive industries, and for professional and technological capabilities to meet the needs of its growing service and research/development enterprises. While endeavoring to meet these demands, Pennsylvania's colleges and universities, at the same time, are significant participants in the economies of its communities and of the state.

Investing in Human Capital

Human capital returns of higher education investment, while admittedly more difficult to quantify, are nevertheless as important as the purely economic impacts.

In determining the rate of return of investment in human capital, costs of the investment must be offset by the likely benefits.

Benefits inure both to individuals and society. Personal benefits include enhanced employability and the likelihood of increased earnings over a working lifetime. Society benefits largely through increased productivity of the college graduate, increased taxes and creation of a reservoir of individuals having leadership, inventive and proprietary capabilities and likely to become participants in civic, public service, charitable and political affairs of the community, state and nation.

The Study Procedures

As stated in the Foreword of this Report, 17 of Pennsylvania's colleges and universities volunteered and conducted studies of their economic impacts upon their respective "service areas", defined as the county or counties in the immediate radius of the institution's local economic activity. The institutions, although limited to volunteers, were representative of the various types, sizes, geographic locations and ownership (private and public) of Pennsylvania's 125 colleges and universities. In total, they represented approximately 14 percent of the number of institutions, and 30 percent of the current total enrollment of all institutions.

Although representative of the several classes into which Pennsylvania's colleges and universities may be classified, the case study institutions did not necessarily parallel the pattern of all institutions in numbers or distribution of their enrollments among the various classes. In that respect, they should be considered as illustrative, rather than as an accurate sampling of the total structure of higher education in the state. As indicated in the Foreword of this Report, the institutions volunteering did not include two-year private junior colleges, proprietary schools nor theological seminaries.

It was the intent that the several case study institutions would conduct their individual economic impact studies with a minimum of regimentation or restriction as to scope, subject matter, directions or emphases, recognizing that each institution might have differing objectives, audiences and structural characteristics to be reflected in their studies and resulting reports. Each institution was assigned responsibility for conducting the study with its own personnel and facilities, with only general consultative guidance and assistance by the Pennsylvania Economy League staff serving as the study consultant.

It was requested, to facilitate preparation of a consolidated report of the findings of the several case studies, that specified information be obtained and submitted to the League following a standard format or outline. This outline, and suggestions or instructions as to kinds and sources of data to be assembled, analytical methods and procedures, and suggested methods of presentation were incorporated in a manual of "Case Study Materials" furnished to each of the institutions. Telephone contacts were made with each of the institutions during the process of their surveys, and special inquiries were responded to by telephone or letter or, in several instances, by personal visitation to expedite completion of the studies.

The instructional materials furnished to the case study institutions are incorporated in a separate procedural manual which will be issued as one of the reports of this study.

II. CASE STUDY FINDINGS: A SUMMARY

As stated earlier, the number and characteristics of the 17 case study institutions which had filed their reports as of October 31, 1981, while representative of all institutions of higher education in Pennsylvania in terms of enrollment, size, scope of offerings, geographic location and ownership, cannot be considered a reliable sample for development of findings or conclusions as to the total economic impact of Pennsylvania's colleges and universities upon the economies of their respective host communities. Nevertheless, it is possible to present some observations concerning the sometimes widely differing relationships of the institutions to the economies of their respective service areas.

Chapter III of this report presents a synopsis of the findings of the economic impact studies of each institution, prepared from information submitted according to a uniform format suggested by the consultant, the Pennsylvania Economy League.

As stated in the report of the statewide impact of all institutions of higher education, no one number can express the total economic impact, in the aggregate or as individual institutions, of higher education upon the economy of the state or of its component communities. Rather, in attempting to quantify that impact, the contributions of the colleges and universities to their respective communities must be segmented according to their respective roles as operating enterprises. Included would be their inputs to the economy as consumers of goods and services, as employers, as property owners, as investors or depositors of funds, and as "citizens" served by the local governments in whose jurisdictions they are located.

Following are observations concerning these various economic roles of the colleges and universities, with specific reference to the measurable contributions in each role as reported by the case study institutions included in this Report.

The Case Study Institutions

Of the colleges and universities volunteering to serve as case studies, 17 submitted complete or near-complete summary reports of their economic activities in their respective communities prior to October 31, 1981. These institutions are listed in Exhibit 1 of this study.

By geographical distribution, six of the 17 institutions are located in the southwestern, one in the northeastern, three in the northwestern, one in the south-central, two in the north-central, and four in the south-east sectors of the state. The areas in which their economic impacts are concentrated, designated as "service areas", range in population from approximately 41,000 to almost 4.8 million residents; the population density ranges from 82 to more than 13,000 residents per square mile.

Student Enrollment

The size of the 17 case study institutions, as measured by their respective full-time enrollment as of 1980 varies from a low of 1,054 to a high of 19,175 students. Of the 17 institutions, 11 report having students enrolled in graduate programs. In one of these, graduate enrollees represented more than two-thirds of the total enrollment; in five others the graduate enrollment represented from 17 to 40 percent of the total.

In addition to the full-time enrollment, all of the institutions had varying numbers of part-time students, in their ratio to full-time enrollment, from less than one to 176 part-time to each 100 full-time students.

As to the home residence of enrolled students, those residing in Pennsylvania represented from 54 to 99 percent of total enrollment. In more than one-third of the institutions, one-half or more of the student body lived in the immediate service area and in only three was that number less than 10 percent. Students whose homes are in other states represented more than 10 percent of the total student population in 10 of the 17 institutions, the highest ratio being 46 of every 100 students enrolled.

General financial characteristics

In 1980, current income of the 17 case study colleges and universities ranged from a low of $6,740,000 to a high of $265,000,000. Their dependence on revenue from government appropriations, grants and contracts ranged from zero to 73 percent of total revenues, while tuition and fees supplied from six to 69 percent of total income (excluding one of the 17 institutions which did not break down revenues). The highest ratios of income from governmental sources to total income were, as would be expected, in the state-owned colleges and in the community colleges.

Of 13 institutions reporting expenditures in 1970 and 1980, the growth rates in total expenditures during that period ranged from 48 percent to 285 percent, with nine showing increases of more than 100 percent.

The College as a Consumer

A major economic function of the college or university in its community is in its role as a consumer of goods and services. Attributable to the presence of the institution are the purchases of goods and services by the institution and by its auxiliary activities, including student feeding and housing services, the purchases of its faculty and staff, of its students (excluding payments to the institution for food and housing), and the expenditures of its visitors. When the economic impact area is limited to the region immediately surrounding the institution, a significant portion of the expenditures in the community are from monies "imported" from outside the region, representing a net accretion to the economy of the area. Because the expenditures for goods and services create a "ripple" effect, in that the monies originally spent are re-spent by the original and subsequent vendors and by their employees and suppliers, the economic impact of the original purchases is multiplied, usually by a factor estimated at 1.5 to 2.0 before leaving the area.

Expenditures by the educational institutions within their service areas, enhanced by the multiplier effect, are meaningful when compared with total expenditures in that area for goods and services. This ratio for 13 institutions reporting varied widely, from less than one percent to more than eight percent. Three institutions accounted for more than two percent of total sales in the area, and six of the 13 accounted for less than one percent.

The College as an Employer

With the emphasis in Pennsylvania on development and preservation of jobs, the role of the colleges and

universities in their communities as employers is of significant importance to the community. This is particularly true where the college represents a relatively large and stable employer in an area where the rate of unemployment is below average.

The typical campus employs individuals in a wide variety of positions falling within the several major categories of faculty, administrative staff, and support staff (including student part-time employees). The 17 institutions reporting employed from less than 100 to more than 7,000 fulltime persons in 1980, and had an average monthly payroll ranging from approximately one-quarter million dollars to more than $12 million. The 14 institutions reporting their total monthly payrolls, six fall between one and two million dollars.

In their capacities as consumers of goods and services in the service area, the higher education institutions are responsible, in addition to their own employees and payrolls, for creation of additional jobs and additional payrolls by the vendors and providers of goods and services with whom they do business. One case study institution estimated that through its purchases of goods and services it was responsible for creating almost 12,000 additional jobs with annual earnings estimated at more than $156 million.

As a point of reference, the institutions estimated that jobs attributable to their operation accounted for from less than one percent to over four percent of total employment in the service area, with payrolls representing as much as 2.3 percent of total payrolls in the area.

The College as a Property Owner and Investor

The presence of a college or university in a community can provide a substantial expansion of the potential credit base, through deposits in local banks by the institution, its faculty and staff, and its students. Of 16 reporting case study institutions, three reported aggregate bank deposits in their respective areas in excess of $20 million, and seven in excess of $5 million. As a share of total bank deposits in each area, those attributable to the presence of the college or university, calculated by 13 of the institutions, ranged from less than one percent to a high of eight percent of total deposits.

Also significant in the economy of the service area of each institution is its function as a builder or purchaser and owner of property including land, building and equipment. Of 11 case study institutions making the calculation, total book value of real property as a ratio to market value of all taxable property in the area was estimated to range from less than one percent to as high as 18 percent, with three of the institutions showing ratios in excess of six percent.

Other Economic Relationships

The institutions differed considerably in their impacts on the economy through the operation of auxiliary enterprises, research programs and other services to business.

The estimates of the individual institutions in the several classifications of economic impacts described above are set forth in the individual institutional reports which follow.

III. CASE STUDY FINDINGS

Summarized infor ation for each of the 17 participating case study institutions is presented in this Chapter. The information was taken from the reports submitted by each institution.

A recommended uniform methodology was given to all of the participants so that comparable data would be developed. That methodology was generally followed by the participants.

A recalculation was required for one of the data elements requested. The methodology recommended for computing the number of jobs created as a result of institution-related expenditures was found to be incorrect. It was based on the expected relationship of 70-90 jobs created per every one million dollars in expenditures as developed by Caffrey and Isaacs.[1] It was determined that this relationship was affected by inflation and was subsequently recalculated to reflect changes from 1970 to 1980. The new range for jobs created was determined to be 36 to 46 per one million dollars in expenditures. As this information was developed after most of the reports were received, PEL staff recalculated the employment impacts reported when warranted.

The majority of items listed in the Case Study Report Summary are self-explanatory. The following items are defined to add clarity to the data:

II. A. Service area — the counties containing the area in which the institution primarily interacts with business, government and individuals.

IV. B.2 Students' home residence — from Pennsylvania — all students from Pennsylvania (includes those from within the service area).

VIII. D. Number of Jobs attributable to the institution — this number (or range) is the sum of total employment at the institutions plus the total number of jobs created as a result of institution-related expenditures.

The following caveats must be considered while reviewing the summary reports.

- Although reviewed for obvious errors or inconsistencies, the data were listed as reported by the institutions unless otherwise noted.
- Items omitted from the summary reports indicate that no data were submitted by the institution. This does not necessarily mean that those items or data relating to those items are non-existent at that institution. A blank summary report form can be found in the Appendix to permit the interested reader to identify the items omitted.
- Data from different yea.s were used by some institutions.

[1] John Caffrey and Herbert Isaacs, *Estimating the Impact of a College or University on the Local Economy*. American Council on Education, Washington, D.C.

ALLEGHENY COLLEGE

I. Name of Institution and Location
- A. Name — Allegheny College
- B. Location — Meadville, PA (Crawford County)

II. The Community
- A. Service area —Crawford County
- B. Population (1980)
  1. Total — 85,500
  2. Density — 84.5/sq. mile
- C. Personal income (1980)
  1. Total — $650 million
  2. Per capita — $7,700
- D. Employment (1980)
  1. No. employed — 23,500
  2. Percent unemployed — 9.4%

III. Service Area Business Activity (1980)
- A. Manufacturing
  2. No. employed — 8,500
- B. Mercantile (retail and wholesale)
  3. No. employed — 15,000 non-manufacturing

IV. The Institution
- A. Enrollment
  1. Full-time
     b. 1980 — 1,887
  2. Part-time
     b. 1980 — 53
  3. Degrees conferred (1980)
     a. Undergraduate — 413
     b. Graduate — 11
- B. Students' home residence
  2. From Pennsylvania —1,056
  3. Out-of-state — 884
- C. Degree offerings
  1. Bachelor's degree in 21 regular departments plus special degree programs in other areas.

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees		$ 6,881,692
2. Government appropriations		184,324
3. Government grants and contracts		1,223,406
4. Private gifts, grants and contracts		1,122,671
5. Investment income		1,170,313
6. Sales and services — educational activities		5,000
7. Sales and services — auxiliary enterprises		3,135,338
8. Other revenues		595,986
9. Total revenues		$ 14,318,730

- C. Capital assets (1979-80)
  1. Book value — land — $1,700,000
  2. Book value — buildings — $22,000,000
  3. Book value — equipment — $3,135,000
- D. Cash and investments (1979-80)
  1. Investments — $2,150,000
- E. Indebtedness (1979-80)
  1. Outstanding indebtedness — $2,849,000

VI. The Institution as a Consumer
- A. Total current expenditures for goods and services (Local) (1979-80)

1. Institution	$2,180,464
2. Employees	3,344,775
3. Students	2,076,271
4. Visitors	570,000
5. Total	$8,171,510

- B. Secondary expenditure
  1. Multiplier used — 1.612
  2. Total attrib. expenditure $13,172,474
- C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 1.8%

VII. The Institution as an Employer (1979-80)
- A. Total full-time employment
  1. Professional staff — 140
  2. Supportive personnel — 197
- B. Average monthly payroll — $411,067
- C. Average monthly cost of cash benefits — $43,044
- D. Number of jobs attributable to the institution — 1,114
- E. Total employment in service area attributable to higher education as a percent of total employment in the service area — 4.7%

VIII. The Institution as a Property Owner (1979-80)
- A. Capital expenditures
  1. Land and buildings — $252,683
  2. Equipment — $163,547
- B. Book value of real property owned — $23,700,000
- C. Ratio of book value of real property to service area market value — 3.7%

IX. The Institution as an Investor (1979-80)
- A. Bank deposits
  1. Average monthly balance — institution employees, students
     a. In-service area — $2,150,458
     b. Outside service area — $3,427,738
  2. Ratio of bank deposits to total deposits in service area — .18%
- B. Endowments
  1. Market value end-of-year (1980) — $15,140,000

XII. Local government relationships

Estimated total tax revenues received by the city and county from college-related sources — $735,989.

Estimated taxes and fees foregone because of the tax-exempt status of the college ranged from $37,763 to $57,750

14

CALIFORNIA STATE COLLEGE

I. Name of Institution and Location

A. Name — California State College
B. Location — California, PA — Washington County

II. The Community

A. Service area — Allegheny County, Fayette County, Washington County, Westmoreland County
B. Population (1978)
1. Total — 2,225,400
2. Density — 652/sq. mile
C. Personal income (1978)
1. Total — $18,292,900
2. Per capita — $8,200
D. Employment (1981)
1. No. employed — 922,125
2. Percent unemployed — 7.9%

III. Service Area Business Activity (1977)

A. Manufacturing
1. No. establishments — 2,266
2. No. employed — 182,300
B. Mercantile (retail and wholesale)
1. No. establishments — 15,880
2. Sales volume — $23,113 million
3. No. employed — 180,659
D. Financial
1. No. institutions — 488
2. Total deposits — $26.26 billion

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 5,084
b. 1980 — 3,206
2. Part-time
a. 1970 — 702
b. 1980 — 1,202
B. Students' home residence
1. From within service area — 4,099
2. From Pennsylvania — 4,245
3. Out-of-state — 163
C. Degree offerings
1. Six (B.S. in Ed., B.A., B.S., M.Ed., M.S., M.A.)

V. Financial Characteristics and Trends

A. Revenues	1970-71	1979-80
1. Tuition and fees	$ 4,423,028	$ 3,672,562
2. Government appropriations	5,688,519	14,543,277
3. Government grants and contracts	193,000	359,849
4. Private gifts, grants and contracts	18,516	45,631
5. Investment income	—	—
6. Sales and services — eductional activities	34,065	36,000
7. Sales and services — auxiliary enterprises	1,063,202	1,707,881
8. Other revenues	72,070	55,700
9. Total revenues	$11,534,400	$20,420,900
B. Expenditures		
4. Total	$11,534,400	$20,420,900

C. Capital assets (end of year 1979-80)
1. Book value — land — $237,339
2. Book value — buildings — $9,811,175
3. Book value — equipment — $3,189,026
D. Cash and investments (1979-80)
1. Investments — $100,000
E. Indebtedness
1. Outstanding indebtedness — none

VI. The Institution as a Consumer (1980)

A. Total current expenditures for goods and services (Local)

1. Institution	$ 2,811,467
2. Employees	5,917,694
3. Students	23,066,233
4. Visitors	720,150
5. Total	$32,515,544

B. Secondary expenditures
1. Multiplier used - 1.94
2. Total attrib. expenditure — $63,080,155

VII. The Institution as an Employer (1980)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 1,665
B. Average monthly payroll — $1,065,450
C. Average monthly cost of cash benefits — $313,359
D. Number of jobs attributable to the institution — 3,936-4,561*
E. Total employment in service area attributable to higher education as a percent of total employment in the service area — .55%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — 1.07% (Washington County only)

VIII. The Institution as a Property Owner

A. Capital expenditures (five-year average)
1. Land and buildings — $12,514
2. Equipment — $157,472
B. Book value of real property owned — $10,048,514 (6/30/80)

*Calculated by PEL based on 36-46 jobs per $1 million expended.

IX. The Institution as an Investor (1979-80)

A. Bank deposits

1. Average monthly balance — institution, employees, students
   a. In-service area — $13,951,245
   b. Outside service area — negligible

B. Endowments

1. Market value end-of-year — none

X. Auxiliary Enterprises

A. Income 1979-80

Dormitories — $923,892
Food Service — $910,300
Other — $17,305

XI. Services to Business and Community

Community use of college-owned facilities
Head Start Program
Small Business Institute

XII. Local government relationships

Cost of selected public services attributable to the presence of the college was estimated to be $61,030.

Estimated value of tax exemption — $151,030

Estimated tax revenues received by California Borough and School District due to the existence of the College — $224,382.

CARNEGIE-MELLON UNIVERSITY

I. Name of Institution and Location

A. Name — Carnegie-Mellon University
B. Location — Pittsburgh, PA (Allegheny County)

II. The Community

A. Service area — Allegheny County
B. Population (1980)
1. Total — 1,448,120
2. Density — 1,989.2/sq. mi.
C. Personal income (1978)
1. Total — $12,927,000,000
2. Per capita — $8,753
D. Employment — (1980)
1. No. employed — 609,100
2. Percent unemployed — 6.2%

III. Service Area Business Activity

A. Manufacturing (1978)
1. No. establishments — 1,050
2. No. employed — 98,830
B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 13,699
2. Sales volume — $18,620,000,000
C. Selected services (1977)
1. No. establishments — 11,500
2. Sales volume — $1,848,000,000
D. Financial
1. No. institutions — 532
2. Total deposits — $16,486,122,000

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 3,860
b. 1980 — 4,482
2. Part-time
a. 1970 — 1,103
b. 1980 — 841
B. Students' home residence
1. From within service area — 1,972
2. From Pennsylvania — 3,071
3. Out-of-state — 2,252
C. Degree offerings
1. Eight (B.A., B.S., B.F.A., B. Arch., M.A., M.S., D.A., Ph.D.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 10,074,000	$ 23,669,000
2. Government appropriations	3,243,000	7,562,000
3. Government grants and contracts	—	—
4. Private gifts grants and contracts	2,108,000	2,126,000
5. Investment income	5,440,000	8,475,000
6. Sales and services — educational activities	—	—
7. Sales and services — auxiliary enterprises	4,467,000	8,047,000
8. Other revenues	13,037,000	30,007,000
9. Total revenues	$ 38,369,000	$ 79,886,000
B. Expenditures		
1. Education and general	$ 35,110,000	63,190,000
2. Auxiliary enterprises	4,131,000	8,396,000
3. Other expenditures	—	—
4. Total expenditures	$39,241,000	$71,586,000
C. Capital assets (1980)		
1. Book value — land	$ 2,121,245	
2. Book value — buildings	$89,441,174	
3. Book value — equipment	$35,915,649	
D. Cash and investments (1980)		
1. Investments	$16,927,583	
E. Indebtedness (6/30/80)		
1. Outstanding indebtedness	$ 7,634,670	

VI. The Institution as a Consumer (1980)

A. Total current expenditures for goods and services (Local)
5. Total — $51,214,447
B. Secondary expenditure
1. Multiplier used — 1.364
2. Total attrib. expenditure — $69,856,506
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — less than 1%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 1,735
B. Average monthly payroll — $3,776,108
C. Average monthly cost of cash benefits — $335,157
D. Number of jobs attributable to the institution — 4,249 - 4,948*
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — less than 1%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — less than 1%

*Calculated by PEL based upon 36-46 jobs per $1 million expended.

VIII. The Institution as a Property Owner (5 year average)

A. Capital expenditures
   1. Land and buildings — $3,825,000
   2. Equipment — $3,450,000

C. Ratio of book value of real property to service area market value — less than 1%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
   1. Average monthly balance — institution, employees, students
      a. In-service area — $12,416,156
   2. Ratio of bank deposits to total deposits in-service area — less than 1%

B. Endowments
   1. Market value end-of-year 1980 — $118,793,000

X. Auxiliary Enterprises

A. Income — 1980

Dormitories/Faculty Housing	$3,082,351
Food Service	2,394,447
Student Stores & Services	1,668,659
Other	881,866
Total	$8,047,323

XI. Services to Business and Community — Carnegie-Mellon, through its research, has made valuable contributions to society. Research is key, comprising 32% of total revenue for the university. This makes CMU one of the largest privately sponsored research institutions in the country. CMU offers programs to top executives and senior technical people through the Executive Management Program. The institution also provides individual training programs for local companies.

XII. Local government relationships

Estimated value of tax-exemption $3,830,523

The University pays $447,255 for services normally provided by local government to city residents.

CLARION STATE COLLEGE

I. Name of Institution and Location
- A. Name — Clarion State College
- B. Location — Clarion, PA (Clarion County)

II. the Community
- A. Service area Clarion, Venango and Jefferson Counties
- B. Population (1980)
  1. Total — 156,149
  2. Density — 82.3/sq. mi
- C. Personal income (1980)
  1. Total — $939,600,000
  2. Per capita — $8,321
- D. Employment (1980)
  1. No. employed — 59,800
  2. Percent unemployed — 9.1%

III. Service Area Business Activity (1977)
- A. Manufacturing
  1. No. establishments — 250
  2. No. employed — 17,200
- B. Mercantile (retail and wholesale)
  1. No. establishments — 1,610
  2. Sales volume — $791,983,000
- C. Selected services
  1. No. establishments — 1,069
  2. Sales volume — $44,754,000
- D. Financial (1980 projected)
  1. No. institutions — 45
  2. Total deposits — $675,500,000

IV. The Institution
- A. Enrollment
  1. Full-time
     a. 1970 — 3,513
     b. 1980 — 4,562
  2. Part-time
     a. 1970 — 653
     b. 1980 — 682
- B. Students' home residence (1979)
  1. From within service area — 549
  2. From Pennsylvania — 3,867
  3. Out-of-state — 390
- C. Degree offerings
  1. Nine (B.A., B.F.A., B.M., B.S., B.S.Ed., M.A., M.S., M.S.L.S., A.S.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
9. Total revenues	$ 8,608,419	$23,192,240
B. Expenditures		
4. Total expenditures		$20,969,488

- C. Capital assets (1980
  1. Book value — land — $1,128,765
  2. Book value — buildings — $48,181,096
  3. Book value — equipment — $9,499,203
- D. Cash and investments (1980)
  1. Investments — $435,720
- E. Indebtedness (1980)
  1. Outstanding indebtedness — none

VI. The Institution as a Consumer (1979-80)
- A. Total current expenditures for goods and services (Local)
  5. Total — $36,923,490
- B. Secondary expenditure
  1. Multiplier used — 1.874
  2. Total attrib. expenditure — $69,194,622
- C. Total Institution-related expenditures in-service area as a percent of total retail, wholesale and selected service industry sales in-service area — 7.95%

VII. The Institution as an Employer (1979-80)
- A. Total full-time employment
  1. Professional staff — 328
  2. Supportive personnel — 285
- B. Average monthly payroll — $942,498
- C. Average monthly cost of cash benefits — $304,344
- D. Number of jobs attributable to the institution — 3,097-3,787*
- E. Total employment in service area attributable to higher education as a percent of total employment in the service area — 5.3%-6.4%*
- F. Institutional payroll as a percentage of total service area labor and proprietor's income — 1.4%

VIII. The Institution as a Property Owner (1978-79)
- A. Capital expenditures
  1. Land and buildings — $3,761,245
  2. Equipment — $227,451
- B. Book value of real property owned — $58,809,064
- C. Ratio of book value of real property to service area market value — 6.4%

IX. The Institution as an Investor (1980)
- A. Bank deposits
  1. Average monthly balance — institution, employees, students
     a. In-service area — $4,537,351
  2. Ratio of bank deposits to total deposits in-service area — 1%
- B. Endowments
  1. Market value end-of-year 1977 — $8,015

X. Auxiliary Enterprises (1980)

A. Income

Room, Board & Misc. Fees	$ 8,599,473
Clarion Students Assoc.	348,436
Bookstore Sales	734,907
Food Service	1,807,282
Student Health	88,000
Other	22,000
Total	$11,600,098

*Calculated by PEL based upon 36-46 jobs per $1 million in expended.

XI. Services to Business and Community

Research	$392,163
Small Bus. Inst.	11,000
Cont. Educ.	110,000
CETA Training	273,333
Total	$786,496

XII. Local government relationships

Estimated value of tax-exemption to range from $431,247 to $587,892.

Estimated cost of services provided by local government to the College to range from $25,000 to $40,000 per year.

COMMUNITY COLLEGE OF ALLEGHENY COUNTY

I. Name of Institution and Location

A. Name — Community College of Allegheny County

B. Location — Four campuses in Allegheny County

II. The Community

A. Service area — Allegheny County

B. Population (1980)
1. Total — 1.45 million
2. Density — 1,992/sq. mi.

C. Personal income (1978)
1. Total — over $9 billion
2. Per capita — $6,332

D. Employment
2. Percent unemployed — 6.5%

III. Service Area Business Activity

A. Manufacturing
1. No. establishments — 1,598
2. No. employed — 155,718

B. Mercantile (retail and wholesale)
1. No. establishments — 19,706
2. Sales volume — $20.9 billion

D. Financial
1. No. institutions — 414
2. Total deposits — $9.4 billion

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 5,798
b. 1980 — 6,119
2. Part-time
a. 1970 — 5,418
b. 1980 — 9,876

B. Students' home residence
1. From within service area — 95%
2. From Pennsylvania — 99%
3. Out-of-state — 1%

C. Degree offerings
1. Three (A.A., A.S., A.A.S.)

V. Financial Characteristics and Trends

A. Revenues	1969-70	1979-80
1. Tuition and fees	Not available	$ 8,573,211
2. Government appropriations		17,506,820
3. Government grants and contracts		1,355,392
4. Private gifts grants and contracts		1,072,566
5. Investment income		2,045,831
6. Sales and services — educational activities		—
7. Sales and services — auxiliary enterprises		1,504,465
8. Other revenues		38,908
9. Total revenues		$32,097,193
B. Expenditures		
4. Total expenditures		$32,097,193

C. Capital assets (1979-80)
1. Book value — land — $3,672,072
2. Book value — buildings — $37,872,909
3. book value — equipment — $11,146,081

D. Cash and investments (1979-80)
1. Investments — $2,045,831

VI. The Institution as a Consumer (1979-1980)

A. Total current expenditures for goods and services (Local)

1. Institution	$ 3,537,919
2. Employees	10,622,390
3. Students	64,113,715*
5. Total	$78,274,074

B. Secondary expenditure
1. Multiplier used — 2.02
2. Total attrib. expenditure — $158,113,629

C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 0.7%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 339
2. Supportive personnel — 497

B. Average monthly payroll — $1,447,213

C. Average monthly cost of cash benefits — $136,472

E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 0.1%*

F. Institutional payroll as a percentage of total service area labor and proprietor's income — 0.2%*

VIII. The Institution as a Property Owner (1979-80)

A. Capital expenditures
1. Land and buildings — $1,882,275
2. Equipment — $1,921,019

B. Book value of real property owned — $52,691,062

C. Ratio of book value of real property to service area market value — less than 1%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
1. Average monthly balance — institution, employees, students
a. In-service area — $24,210,622
b. Outside service area — $379,483

*Includes all spending by part-time students.
*Based on full-time employees of CCAC only.

2. Ratio of bank deposits to total deposits in-service area — .26%

B. Endowments

1. Market value end-of-year 1979-80 — $2,045,831

X. Auxiliary Enterprise

A. Income (1979-80)

Student stores and services — $1,504,465

XII. Local government relationships

Estimated value of tax-exempt status at approximately $3,500

COMMUNITY COLLEGE OF PHILADELPHIA

I. Name of Institution and Location

A. Name — Community College of Philadelphia
B. Location — Philadelphia, PA

II. The Community

Service area — Philadelphia County
B. Population
1. Total — 1,688,210
C. Personal income
2. Per capita — $5,335
D. Employment
1. No. employed — 646,307

III. Service Area Business Activity

A. Manufacturing
1. No. establishments — 1,047
2. No. employed — 157,500
B. Mercantile (retail and wholesale)
1. No. establishments — 16,009
2. Sales volume — $13,838,626,000
C. Selected services
1. No. establishments — 11,639
2. Sales volume — $1,814,084,000
D. Financial
1. No. institutions — 702

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 —
b. 1980 — 4,773
2. Part-time
a. 1970 —
b. 1980 — 8,426
B. Students' home residence
2. From Pennsylvania — 12,952
3. Out-of-state — 247
C. Degree offerings
1. Four (A.A., A.S., A.A.S., A.G.S.)

V. Financial Characteristics and Trends

A. Revenues	1980
1. Tuition and fees	$ 7,004,353
2. Government appropriations	13,160,048
3. Government grants and contracts	$ 1,152,329
4. Private gifts, grants and contracts	431,725
5. Investment income	—
6. Sales and services — educational activities	—
7. Sales and services — auxiliary enterprises	1,148,985
8. Other revenues	1,479,561
9. Total revenues	$ 24,377,001

B. Expenditures (1980)	
1. Education and general	$21,463,595
2. Auxiliary enterprises	1,006,335
3. Other expenditures	—
4. Total expenditures	$22,469,930

C. Capital assets
1. Book value — land — $12,164,449
2. Book value — buildings — $4,306,036
3. Book value — equipment — $6,094,587
D. Cash and investments
1. Investments (Total) $10,246,493
E. Indebtedness
1. Outstanding indebtedness as of 1980 — none

VI. The Institution as a Consumer

A. Total current expenditures for goods and services (Local)

1. Institution	$ 5,964,877
2. Employees	5,613,244
3. Students	23,151,422
5. Total	$34,729,543

B. Secondary expenditure
1. Multiplier used — 1.78
2. Total attrib. expenditure — $61,818,586
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — .4%

VII. The Institution as an Employer

A. Total full-time employment
1. Professional staff — 637
B. Average monthly payroll — $1,116,667
C. Average monthly cost of cash benefits — $1,427,030
D. Number of jobs attributable to the institution — 2,931
E. Total employment in service area attributable to higher education as a percent of total employment in the service area — .1%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — .15%

VIII. The Institution as a Property Owner

B. Book value of real property owned — $16,470,485
C. Ratio of book value of real property to service area market value — .2%

IX. The Institution as an Investor

A. Bank deposits
1. Average monthly balance — institution, employees, students
a. In-service area — $3,853,585
B. Endowments
1. Market value end-of-year 1980 — $9,800,000

EDINBORO STATE COLLEGE

I. Name of Institution and Location

A. Name — Edinboro State College
B. Location — Edinboro, PA (Erie County)

II. The Community

A. Service area — Erie, Crawford, Warren, Mercer and Venango Counties
B. Population (1980)
1. Total — 607,846
2. Density — 224.5/ sq. mi.
C. Personal income
1. Total — $3,085,000
2. Per capita — $5,074
D. Employment (1979)
1. No. employed — 244,100
2. Percent unemployed — 7.4%

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 5,163
b. 1980 — 4,416
2. Part-time
a. 1970 — 983
b. 1980 — 1,230
B. Students' home residence
1. From within service area — 2,421
2. From Pennsylvania — 5,087
3. Out-of-state — 559
C. Degree offerings
1. Twelve (A.A., A.S., B.A., B.S., B.F.A., B.S.Ed., B.S.A.Ed., M.A., M.S., M.Ed., M.F.A., M.S.N.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 4,956,590	$ 8,144,219
2. Government appropriations	6,260,000	17,104,070
3. Government grants and contracts	150,000	—
7. Sales and services — auxiliary enterprises	1,656,225	—
8. Other revenues	—	118,639
9. Total revenues	$13,022,815	$25,366,928
B. Expenditures		
4. Total expenditures	$13,022,815	$25,366,928

C. Capital assets (1979-80)
1. Book value — land — $1,003,995
2. Book value — buildings — $40,809,792
3. Book value — equipment — $3,886,575
D. Cash and investments (1979-80)
1. Investments (Total) — None
E. Indebtedness (1979-80)
1. Outstanding indebtedness as of fiscal 1980 — none

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$ 4,100,982
2. Employees	10,000,000
3. Students	7,015,293
4. Visitors	5,476,543
5. Total	$26,592,818

B. Secondary expenditure
1. Multiplier used — 2.0
2. Total attrib. expenditure — $53,185,636

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 667
B. Average monthly payroll — $1,267,719
C. Average monthly cost of cash benefits — $409,473
D. Number of jobs attributable to the institution — 2,585-3,115*

VIII. The Institution as a Property Owner (1979-80)

A. Capital expenditures
1. Land and buildings
2. Equipment — $11,110
B. Book value of real property owned — $45,700,362

IX. The Institution as an Investor (1979-80)

A. Bank deposits
1. Average montly balance — institution, employees, students
a. In-service area — $3,000,000 (employees only)

XI. Services to Business and Community

Numerous services contributed by faculty members. The College operates a planetarium, a Reading Clinic, a Speech & Hearing Clinic, a Mathematics Learning Clinic, a day care center and provides other direct services for the local population. The total value of these services is estimated at $158,026. The College provides facilities and other support for activities ranging in type from a Family Planning Clinic to summer camps. The contributed value of these services is estimated to be approximately $94,000.

XII. Local government relationships

The College provides some police protection services to Edinboro Borough estimated to be worth $50,000.

*Calculated by PEL based upon 36 to 46 jobs per $1 million expended.

GANNON UNIVERSITY

I. Name of Institution and Location

A. Name — Gannon University
B. Location — Erie, PA (Erie County)

II. The Community

A. Service area — Erie County
B. Population (1980)
1. Total — 279,780
2. Density — 338.4/sq. mi.
C. Personal income (1979)
1. Total — $2,240,951,000
2. Per capita — $8,336
D. Employment (1980)
1. No. employed — 115,700
2. Percent unemployed — 9,1%

III. Service Area Business Activity (1980)

A. Manufacturing
1. No. establishments — 480
2. No. employed — 42,000
B. Mercantile (retail and wholesale)
1. No. establishments — 2,000 (retail only)
2. Sales volume — $1,029,817,000
C. Selected services
1. No. establishments — 6,80[illegible]
2. Sales volume — $1,142,975,000
D. Financial
1. No. institutions — 102
2. Total deposits — $1,661,113,000

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 2,381
b. 1980 — 2,402
2. Part-time
a. 1970 — 922
b. 1980 — 1,251
B. Students' home residence
1. From within service area — 1,361
2. From Pennsylvania — 2,895
3. Out-of-state — 1,129
C. Degree offerings
1. Ten (A.A., A.S., B.A., B.S., B.M.E., B.E.E., M.A., M.S., M.B.A., M.Ed.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 2,931,332	$ 7,380,831
2. Government appropriations	—	—
3. Government grants and contracts	—	—
4. Private gifts, grants and contracts	91,417	932,900
5. Investment income	63,973	479,448
6. Sales and services — educational activities	—	—
7. Sales and services — auxiliary-enterprises	782,883	1,365,440
8. Other revenues	595,583	1,511,127
9. Total revenues	$4,465,188	$11,669,746
B. Expenditures		
1. Education and general	$ 3,085,673	$ 8,070,543
2. Auxiliary enterprises	767,923	1,553,292
3. Other expenditures	362,757	1,533,140
4. Total expenditures	$ 4,216,353	$ 11,156,975

C. Capital assets (1979-80)
1. Book value — land — $1,001,690
2. Book value — buildings — $16,397,900
3. Book value — equipment — $3,692,434
D. Cash and investments (1979-80)
1. Investments (Total) $4,032,594
E. Indebtedness
1. Outstanding indebtedness as of fiscal 1980 — $7,232,800

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	3,744,238
2. Employees	3,311,000
3. Students	4,400,000
4. Visitors	55,000
5. Total	$11,510,238

B. Secondary expenditure
1. Multiplier used— 2.28
2. Total attrib. expenditure — $26,243,343
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 1.2%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 352
B. Average monthly payroll — $430,000
C. Average monthly cost of cash benefits — $86,000
D. Number of jobs attributable to the institution — 1,288-1,548*
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 1.1%-1.3%*
F. Institutional payroll as a percentage of total service area labor and proprietor's income — .0023%

*Calculated by PEL based upon 36-46 jobs created per $1 million in expended.

VIII. The Institution as a Property Owner (1979-80)

A. Capital expenditures
   1. Land and buildings — $200,000
   2. Equipment — $325,000

B. Book value of real property owned — $21,092,024

C. Ratio of book value of real property to service area market value — .24%

IX. The Institution as an Investor (1980)

A. Bank deposits
   1. Average monthly balance — institution, employees, students
      a. In-service area — $7,264,394
   2. Ratio of bank deposits to total deposits in service area — 2.8%

B. Endowments
   1. Market value end-of-year 1980 — $4,032,594

X. Auxiliary Enterprises

A. Income (1980)

Dormitories	$391,196
Food Service	498,456
Student Serv.	442,086
Athletic Events	33,702
Total	$1,365,440

XI. Services to Business and Community

	Income	Expenses
Consulting & Advisory	$ 21,000	$ 18,500
Extension & Training	140,000	151,000
Meeting & Conference Facilities	21,000	35,000
Total	$182,000	$204,500

XII. Local government relationships

Value of local property tax exemption	$655,597
Municipal Gannon-related serv. costs	$288,438
Offsetting values provided by Gannon to local government	$250,000 — $500,000

JUNIATA COLLEGE

I. Name of Institution and Location

A. Name — Juniata College
B. Location — Huntingdon, PA (Huntingdon County)

II. The Community

A. Service area — Huntingdon County
B. Population (1980)
1. Total — 40,686
2. Density — 45.5/sq. mi.
C. Personal income (1978)
1. Total — $221,500,000
2. Per capita — $5,650
D. Employment (1978)
1. No. employed — 14,000
2. Percent unemployed — 11.2%

III. Service Area Business Activity (1978)

A. Manufacturing
1. No. establishments — 51
2. No. employed — 3,381
B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 387
2. Sales volume — $177,000,000
3. No. employed — 1,973
C. Selected services
1. No. establishments — 283
2. Sales volume — $9,000,000
3. No. employed — 372
D. Financial
1. No. institutions — 9
2. Total deposits — $180 million

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 1,171
b. 1980 — 1,258
2. Part-time
a. 1970 — 41
b. 1980 — 16
3. Degrees conferred (1980)
a. Undergraduate — 260
B. Students' home residence (1979-80)
1. From within service area — 87
2. From Pennsylvania — 960
3. Out-of-state — 314
C. Degree offerings
1. Two (B.A., B.S.)

V. Financial Characteristics and Trends

A. Revenues	1970-71	1979-80
1. Tuition and fees	$ 2,430,651	$ 4,670,198
2. Government appropriations	143,428	931,208
3. Government grants and contracts	—	—
4. Private gifts, grants and contracts	202,595	492,994
5. Investment income	140,039	464,913
6. Sales and service — educational activities	—	—
7. Sales and services — auxiliary enterprises	1,179,078	1,187,366
8. Other revenues	33,539	180,879
9. Total revenues	$4,129,330	$8,927,558
B. Expenditures		
1. Education and general	$2,948,127	$6,599,604
2. Auxiliary enterprises	1,130,506	1,634,445
3. Other expenditures	—	—
4. Total expenditures	$4,078,078,633	$8,234,049

C. Capital assets (6/30/80)
1. Book value — land —$614,056
2. Book value — buildings — $13,418,738
3. Book value — equipment — $3,103,965
E. Indebtedness
1. Outstanding indebtedness as of 1980 — $5,487,540

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$2,119,043
2. Employees	1,809,220
3. Students	892,305
4. Visitors	1,070,575
5. Total	$5,891,143

C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 3.17%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 104
2. Supportive personnel — 111
B. Average monthly payroll — $274,587
C. Average monthly cost of cash benefits — $51,132
D. Number of jobs attributable to the institution — 446-502*
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 3.2%-3.6%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — 2.31%

*Calculated by PEL based upon 36-46 jobs created per $1 million in expended.

VIII. The Institution as a Property Owner

A. Capital expenditures (1979-80)
   1. Land and buildings — $688,671
   2. Equipment — $289,697

B. Book value of real property owned — $17,136,759 (6/30/80)

C. Ratio of book value of real property to service area market value — 6.32%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
   1. Average monthly balance — institution, employees, students
      a. In-service area — $1,279,787
      b. Outside service area — $1,074,238
   2. Ratio of bank deposits to total deposits in service area — .71%

B. Endowments
   1. Market value end-of-year 1980 — $11,317,513

28

LYCOMING COLLEGE

I. Name of Institution and Location

A. Name — Lycoming College
B. Location — Williamsport, PA (Lycoming County)

II. The Community

A. Service area — Lycoming County
B. Population (1980)
1. Total — 118,400
2. Density — 97/sq. mi.
C. Personal income (1978)
1. Total — $804.7 million
2. Per capita — $7,101
D. Employment
1. No. employed — 47,400
2. Percent unemployed — 11.8%

III. Service Area Business Activity (1978)

A. Manufacturing
1. No. establishments — 188
2. No. employed — 18,875
B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 1,398
2. Sales volume — $666 million
3. No. employed — 1,614 (includes service industry employees)
C. Selected services (1979)
1. No. establishments — 914
2. Sales volume — $47 million
3. No. employed (included with mercantile employees)
D. Financial
1. No. institutions — 11
2. Total deposits — $652.8 million

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 1,523
b. 1980 — 1,060
2. Part-time
a. 1970 — 67
b. 1980 — 70
B. Students' home residence (1980)
1. From within service area — 23%
2. From Pennsylvania — 60%
3. Out-of-state — 40%
C. Degree offerings
1. One (B.A.)

V. Financial Characteristics and Trends

A. Revenues	1969-70	1979-80
1. Tuition fees	$ 2,614,574	$ 3,548,364
2. Government appropriations	132,840	330,890
3. Government grants and contracts	—	—
4. Private gifts, grants and contracts	106,634	345,033
5. Investment income	77,374	747,773
6. Sales and services — educational activities	4,036	3,786
7. Sales and services — auxiliary enterprises	1,211,920	1,713,974
8. Other revenues	71,629	126,362
9. Total revenues	$4,219,007	$6,816,182
B. Expenditures		
1. Education and general	$3,203,657	$4,180,106
2. Auxiliary enterprises	1,105,228	1,637,410
3. Other expenditures	—	—
4. Total expenditures	$4,308,885	$6,447,516

C. Capital assets (1979-80)
1. Book value — land — $1.2 million
2. Book value — buildings — $14.6 million
3. Book value — equipment — $647 thousand
D. Cash and investments (1979-80)
1. Investments — $640,000
E. Indebtedness
1. Outstanding indebtedness as of fiscal 1980 — $3,591,000

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$5,762,695
2. Employees	2,885,577
3. Students	1,447,156
4. Visitors	320,790
5. Total	$10,416,218

B. Secondary expenditure
1. Multiplier — 1.6315
2. Total attrib. expenditure — $16,994,059
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — .9%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 78
2. Supportive personnel — 130
B. Average monthly payroll — $216,686
C. Average monthly cost of cash benefits — $40,619
D. Number of jobs attributable to the institution — 545-700
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — .5%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — .4%

VIII. The Institution as a Property Owner

B. Book value of real property owned — (1980) $24,352,000*

C. Ratio of book value of real property to service area market value — .4%

IX. The Institution as an Investor

A. Bank deposits (does not include students)

1. Average monthly balance — institution, employees, students

a. In-service area
b. Outside service area
} $977,750

2. Ratio of bank deposits to total deposits in service area — .2%

B. Endowments

1. Market value end-of-year 1980 — $5,215,000

X. Auxiliary Enterprises (1979-80)

A. Income

Sale of goods and services — $1,717,760

XII. Local government relationships

Estimated value of tax exemption — $141,767

---

*Includes $8,505,635 of real property owned by the faculty and staff.

TEMPLE UNIVERSITY

I. Name of Institution and Location

A. Name — Temple University
B. Location — Philadelphia, PA

II. The Community

A. Service area — Bucks, Chester, Deleware, Montgomery and Philadelphia Counties
B. Population (1980)
1. Total — 3,682,704
2. Density — 1,686.8/sq. mi.
C. Personal income (1980)
1. Total — $36,245,197
2. Per capita — $9,267.8
D. Employment (May, 1981)
1. No. employed — 1,572,600
2. Percent unemployed — 7.7%

III. Service Area Business Activity

A. Manufacturing (1977)
1. No. establishments — 2,391 (with 20 or more employees)
2. No. employed — 384,500
B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 26,647
2. Sales volume — $33,462,892,000
C. Selected services (1977)
1. No. establishments — 11,825
2. Sales volume — $3,153,142,000
D. Financial (1977)
1. No. institutions — 624

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 29,683 (includes part-time enrollment)
b. 1980 — 19,175
2. Part-time
a. 1970
b. 1980 — 13,983
B. Students' home residence
2. From Pennsylvania — 29,510
3. Out-of-state — 3,648
C. Degree offerings
1. Twenty-seven (B.A., B.Ar., B.S., B.S.Arch, B.B.A., B.Mus., B. Mus.Ed., B.A.CJ., M.M., M.S., Ed.M., M.A., M.P.A., M.I., Ed.D., Ph.D., M.B.A., M.F.A., M.S.E., B.S.Ed., L.L.M., J.D., D.M.A., D.D.S., M.D., B.S.W., M.S.W.)

V. Financial Characteristics and Trends

A. Revenues ($000)	1980
1. Tuition and fees	$ 64,065
2. Government appropriations	75,555
3. Government grants and contracts	37,161
4. Private gifts, grants and contracts	5,924
5. Investment income	510
6. Sales and services — educational activities	1,659
7. Sales and services — auxiliary enterprises	12,942
8. Other revenues	67,676
9. Total revenues	$265,492

B. Expenditures ($000)	
1. Education and general	$176,139
2. Auxiliary enterprises	14,072
3. Other expenditures	67,758
4. Total expenditures	$257,969

C. Capital assets* (1980)
1. Book value — land —
2. Book value — buildings — } $216,810,000
3. Book value — equipment — $70,679,000

D. Cash and investments (1980)
1. Investments
Book value — $22,853,000
Mkt. Value — $23,805,000

E. Indebtedness
1. Outstanding indebtedness as of June 30, 1980 — $47,790,000

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$52,696,900
2. Employees	58,273,977
3. Students	77,391,287
4. Visitors	6,323,880
5. Total	$194,686,044

B. Secondary expenditure
1. Multiplier used — 1.65
2. Total attrib. expenditure — $321,231,970
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — .87%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel } 7,358
D. Number of jobs attributable to the institution — 14,367-16,314** plus 19 jobs in local government.

*Includes value of assets owned by the Commonwealth of Pennsylvania.
**Calculated by PEL based upon 36-46 jobs created per $1 million expended.

E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — .9-1.0%

IX. The Institution as an Investor (1979-80)

A. Bank deposits

1. Average monthly balance — institution, employees students

a. In-service area — $51,977,522

XI. Service to Business and Community

The University provides services through more than 50 programs in such areas as education, health and welfare, recreation, special enrichment and recruitment.

XII. Local government relationships

Estimated value of tax-exempt status — $1,817,243

Estimated value of government services provided to the institution — $455,533

Estimated value of institutional services provided to local government — $3,800,000

Local taxes paid by Temple in 1979-80 — $211,000

Net economic impact on local government — + $1,748,224

THOMAS JEFFERSON UNIVERSITY

I. Name of Institution and Location

A. Name — Thomas Jefferson University
B. Location — Philadelphia, PA

II. The Community

A. Service area — Philadelphia SMSA
B. Population (1980)
1. Total — 1,680,235
2. Density — 13,230/sq. mi.
C. Personal income (1980)
1. Total — $12 billion
2. Per capita — $7,171
D. Employment (1979)
1. No. employed — 797,000
2. Percent unemployed — 8.3%

III. Service Area Business Activity (1977)

A. Manufacturing
1. No. establishments — 2,823
2. No. employed — 160,000
B. Mercantile (retail and wholesale)
1. No. establishments — 16,009
2. Sales volume — $13.8 billion
C. Selected services
1. No. establishments — 11,639
2. Sales volume — $1.8 billion
D. Financial
1. No. institutions — 310
2. Total deposits — $12.5 billion

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 1,210
b. 1980 — 1,136
2. Part-time
a. 1970 — 276
b. 1980 — 39
B. Students' home residence
2. From Pennsylvania — 928
3. Out-of-state — 408
C. Degree offerings
1. Six (A.A., A.S., B.S., M.S., M.D., Ph.D.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 1,531,800	$ 8,994,700
2. Government appropriations	2,881,000	6,682,100
3. Government grants and contracts	10,027,400	17,572,100
4. Private gifts, grants and contracts	—	—
5. Investment income	803,000	3,246,400
6. Sales and services — educational activities	—	—
7. Sales and services-auxiliary enterprises	—	3,736,800
8. Other revenues*	23.670,300	112,424,900
9. Total revenues	$38,913,500	$152,657,000
B. Expenditures		
4. Total expenditures	$39,490,400	$152,065,200

C. Capital assets (6/30/80)
1. Book value — land $158,812,500
2. Book value — buildings
3. Book value — equipment — $20,539,100
D. Cash and investments (6/30/80)
1. Investments — $12,407,300
E. Indebtedness
1. Outstanding indebtedness as of 6/30/80 — $114,147,000

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)
5. Total — $129,231,483

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 4,912
B. Average monthly payroll — $6.5 million
C. Average monthly cost of cash benefits — $1.3 million
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 0.7%
F. Institutional payroll as a percentage of total service area labor and proprietor's income — 0.7%

VIII. The Institution as a Property Owner (6/30/80)

A. Capital expenditures
1. Land and buildings
2. Equipment
} $2.9 million
B. Book value of real property owned — $158,812,500
C. Ratio of book value of real property to service area market value — 0.1%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
1. Average monthly balance — institution, employees, students
a. In-service area — $13.0 million
2. Ratio of bank deposits to total deposits in service area — 0.2%
B. Endowments
1. Market value end-of-year 1980 (Fiscal) — $51,478,300

*Includes net revenue from hospital operations.

X. Auxiliary Enterprises

	Income (1980)	Expenditures (1980)
Residence Halls	$1,623,200	$1,098,300
Parking Garage	$ 560,300	$ 644,400
Bookstore	$ 312,300	$ 314,600
Commons	$ 294,200	$ 294,200

XI. Services to Business and Community

Conducted research services (funded and unfunded) with expenditures exceeding $11.8 million.

Rental revenues from meeting and conference facilities approximated $35,000.

UNIVERSITY OF PITTSBURGH

I. Name of Institution and Location

A. Name — University of Pittsburgh
B. Location — Pittsburgh, PA (Allegheny County)

II. The Community

A. Service area — Allegheny County
B. Population (1978)
1. Total — 1,476,800
2. Density — 2,028/sq. mi.
C. Personal income (1978)
1. Total — $12.927,000,000
2. Per capita — $8,753
D. Employment (1980)
1. No. employed — 609,100
2. Percent unemployed — 6.2%

III. Service Area Business Activity

A. Manufacturing (1978)
1. No. establishments — 1,390
2. No. employed — 118,856
B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 13,699
2. Sales volume — $$18,620,000,000
C. Selected services (1977)
1. No. establishments — 11,510
2. Sales volume — $1,848,000,000
D. Financial (1978)
1. No. institutions — 532
2. Total deposits — $16,486,122,000

IV. The Institution

A. Enrollment (Fall)
1. Full-time
a. 1970 — 16,897
b. 1980 — 17,204
2. Part-time
a. 1970 — 10,690
b. 1980 — 12,111
B. Students' home residence (Fall 1980)
1. From within service area — 17,662
2. From Pennsylvania — 25,655
3. Out-of-state — 3,660
C. Degree offerings
1. Thirty-one (B.A., B.S., B.S.E., B.A.S.W., B.S.N., B.S.Phr., B.S.HRP., M.A., M.S., M.F.A., M.Ed., M.S.E., M.N.Ed., M.N. M.P.W., M.P.I.A., M.P.A., M.U.R.P., M.S.W., M.S.I.S., M.L.S., M.S.N., M.S.Hyg., M.P.H., J.D., Ph.D., Ed.D., D.M.D., M.D.S., D.P.H., S.C.D.Hyg.)

V. Financial Characteristics and Trends

A. Revenues ($000)	1970	1980
1. Tuition and fees	$ 41,981	$101,767
2. Government appropriations	20,004	30,819
3. Government grants and contracts	23,156	38,782
4. Private gifts, grants and contracts	6,098	10,258
5. Investment income	3,949	4,851
6. Sales and service — educational activities	1,732	10,682
7. Sales and services — auxiliary enterprises	13,294	35,415
8. Other revenues	4,141	12,402
9. Total revenues	$114,361	$244,976
B. Expenditures ($000)		
1. Education and general	$89,787	$203,271
2. Auxiliary enterprises	11,131	22,978
3. Other expenditures	4,940	16,731
4. Total expenditures	$105,858	$242,980

C. Capital assets (1980)
1. Book value — land
2. Book value — buildings
} $348,468,638
3. Book value — equipment — $22,806,006
D. Cash and investments (1980)
1. Investments — $163,500,921
E. Indebtedness
1. Outstanding indebtedness as of 1980 — $31,958,533

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$45,138,258
2. Employees	68,976,528
3. Students	24,676,000
4. Visitors	10,565,140
5. Total	$149,355,926

B. Secondary expenditure
1. Multiplier used — 1.453
2. Total attrib. expenditure — $217,014,161
C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 1.1%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 2,067
2. Supportive personnel — 4,032
B. Average monthly payroll — $12,440,120
C. Average monthly cost of cash benefits — $2,674,626
D. Number of jobs attributable to the institution — 18,047

E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 3.17%

F. Institutional payroll as a percentage of total service area labor and proprietor's income — 2.36%

VIII. The Institution as a Property Owner (1979-80)

A. Capital expenditures
   1. Land and buildings — $3,759,130*
   2. Equipment — $563,299*

B. Book value of real property owned — $371,274,374

C. Ratio of book value of real property to service area market value — 2.816%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
   1. Average monthly balance — institution, employees, students
      a. In-service area — $128,125,000
      b. Outside service area — $2,040,000
   2. Ratio of bank deposits to total deposits in service area — .8%

B. Endowments
   1. Market value end-of-year 1980 — $167,833,525

X. Auxiliary Enterprises(1979-80)

A. Income — $22,700,000

B. Expenditures — $23,000,000

XI. Services to Business and Community

The University is a leading research institution with over $30 million in revenues and expenditures in fiscal 1979-80. Its research centers and programs include the Knowledge Availability Systems Center, the Learning Research and Development Center, the University Center for International Studies, the Center for Social and Urban Research, and the NASA Industrial Applications Center. Public services, with expenditures exceeding $7 million in fiscal year 1979-80, included services provided by the Falk Clinic, the Dental Clinic the Cleft Palate Center, the Bureau of Business Research and the Western Psychiatric Institute and Clinic.

XII. Local government relationships

Estimated value of tax-exempt status:

city taxes	$ 3,500,000
county taxes	3,000,000
school taxes	3,800,000
foregone taxes	$10,300,000

Estimated value of increased local tax revenues collected due to increased real estate values in areas adjacent to the University — $1.2 million.

*Five-year averages — land and building — $23.9 million, equipment — $1.3 million.

UNIVERSITY OF SCRANTON

I. Name of Institution and Location

A. Name — University of Scranton
B. Location — City of Scranton (Lackawanna County)

II. The Community

A. Service area — Lackawanna County
B. Population
1. Total — 227,908
2. Density — 502/sq. mile
C. Personal income
1. Total — $1.5 billion
2. Per capita — $6,546
D. Employment
1. No. employed — 94,000
2. Percent unemployed — 8.3%

III. Service Area Business Activity

A. Manufacturing
1. No. establishments — 456
2. No. employed — 27,590
B. Mercantile (retail and wholesale)
1. No. establishments — 2,676
2. Sales volume — $1,370 million
C. Selected services
1. No. establishments — 1,811
2. Sales volume — $110 million
D. Financial
1. No. institutions — 50
2. Total deposits - $1.6 billion

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 2,941 (includes part-time)
b. 1980 — 3,186
2. Part-time
a. 1970 (included above)
b. 1980 —1,313
3. Degrees conferred (1980)
a. Undergraduate — 654
b. Graduate — 269
B. Students' home residence
1. From within service area — 48%
2. From Pennsylvania — 78%
3. Out-of-state — 22%
C. Degree offerings
1. Five (B.A., B.S., M.A., M.S., M.B.A.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 3,240,593	$ 9,619,187
2. Government appropriations	—	—
3. Government grants and contracts		1,401,930
4. Private gifts, grants and contracts		1,663,861
5. Investment income		—
6. Sales and services — educational activities		—
7. Sales and services — auxiliary enterprises		2,641,470
8. Other revenues		1,873,500
9. Total revenues	$4,994,958	$17,199,954
B. Expenditures		
4. Total expenditures	$5,092,496*	$14,059,150

C. Capital assets
1. Book value — land — $1,570,798
2. Book value — buildings — $12,125,676
3. Book value — equipment — $2,148,388
D. Cash and investments (1979-80)
1. Investments — $3,200,000
E. Indebtedness
1. Outstanding indebtedness as of fiscal 1980 — $1,681,000

VI. The Institution as a Consumer (1981)

A. Total current expenditures for goods and services (Local)

1. Institution	$4,633,000
2. Employees	4,766,000
3. Students	3,445,000
4. Visitors	—
5. Total	$12,844,000

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 400
B. Average monthly payroll — $553,894
C. Average monthly cost of cash benefits — $93,987
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 0.59%*
F. Institutional payroll as a percentage of total service area labor and proprietor's income — 0.44%**

VIII. The Institution as a Property Owner

A. Capital expenditures (1981)
1. Land and buildings
2. Equipment
} $495,000
B. Book value of real property owned — $53,996,177
C. Ratio of book value of real property to service area market value — 4.38%

IX. The Institution as an Investor (1979-80)

A. Bank deposits
1. Average monthly balance — institution, employees, students
a. In-service area — $2,349,837

*Includes some capital expenditures.
**Institution employees and payroll only.

2. Ratio of bank deposits to total deposits in service area — 0.14%

B. Endowments
1. Market value end-of-year 1979-1980 — $5,843,433

X. Auxiliary Enterprises (1980)

A. Income — $2,641,470
B. Expenditures — $2,542,448

XII. Local government relationships

Estimated value of property tax exemptions to be $130,000.

Renovations to newly acquired buildings have served to improve the neighborhoods in which they are located.

Assist in the development of small business enterprises in the area.

VILLANOVA UNIVERSITYY

I. Name of Institution and Location

A. Name — Villanova University
B. Location — Villanova, PA (Montgomery County)

II. The Community

A. Service area — Philadelphia SMSA
B. Population (1975)
1. Total — 4,807,001
2. Density — 3,553/sq. mi.
C. Personal income (1978)
1. Total — $38,937,600,000
2. Per capita — $8,162
D. Employment (1978)
1. No. employed — 1,924,500
2. Percent unemployed — 7.3%

III. Service Area Business Activity (1972)

A. Manufacturing
1. No. establishments — 7,890
2. No. employed — 497,900
B. Mercantile (retail and wholesale)
1. No. establishments — 48,226
2. Sales volume — $29,041,961,000
D. Financial
2. Total deposits — $29,930,000,000

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 6,174
b. 1980 — 11,142
2. Part-time
a. 1970 — 3,590
b. 1980 — 4,604
B. Students' home residence
1. From within service area — 6,943
2. From Pennsylvania — 5,790
3. Out-of-state — 3,755
C. Degree offerings
1. Thirteen (A.A., A.S., B.A., B.F.A., B.S., B.Ch.E., B.C.E., B.E.E., B.M.E., M.A., M.S., M.S.Eng., Ph.D)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 12,780,000	$28,164,000
2. Government appropriations	—	—
3. Government grants and contracts	345,200	1,157,600
4. Private gifts, grants and contracts	371,500	3,120,929
5. Investment income	206,000	453,000
6. Sales and service — educational activities	—	—
7. Sales and services — auxiliary enterprises	3,541,100	8,786,000
8. Other revenues	571,300	671,400
9. Total revenues	$17,531,000	$42,352,929
B. Expenditures		
4. Total expenditures	$17,669,900	$39,837,000

C. Capital assets (1980)
1. Book value — land —$3,107,500
2. Book value — buildings — $35,400,000
3. Book value — equipment — $9,361,500
D. Cash and investments (6/30/80)
1. Investments (Total) $10,361,544
E. Indebtedness
1. Outstanding indebtedness (fiscal 1980) — $5,966,000

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$4,444,060
2. Employees	14,242,089
3. Students	8,726,520
4. Visitors	2,700,000
5. Total	$30,112,669

B. Secondary expenditure
1. Multiplier used (Institution 1.34; Emp. 2.12; Stud. 2.08; Visit. 2.05)
2. Total attrib. expenditure — $59,834,431
C. Total institution-related expenditure in-service area as a percent of total retail, wholesale and selected service industry sales in service area — 0.1%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 896
2. Supportive personnel — 506
B. Average monthly payroll — $1,518,011
C. Average monthly cost of cash benefits — $240,716
D. Number of jobs attributable to the institution — 3,555-4,153*
E. Total employment in-service area attributable to higher education as a percent of total employment in the service area .18-.22%.
F. Institutional payroll as a percentage of total service area labor and proprietor's income — 0.5%*

VIII. The Institution as a Property Owner (6/30/80)

A. Capital expenditures
2. Equipment — $239,000
B. Book value of real property owned — $38,507,000

IX. The Institution as an Investor

A. Bank deposits (1980)
1. Average monthly balance — institution, employees, students

*Calculated by PEL based upon 36-46 jobs created per $1 million in expended.

a. In-service area — $1,831,000 (not including faculty savings)
b. Outside service area — none

2. Ratio of bank deposits to total deposits in-service area — .0056%

B. Endowments (1980)

1. Market value end-of-year 1980 — $10,661,723

X. Auxiliary Enterprises (1980)

Income

Dormitories	$6,093,000
Food Service	686,000
Student Stores and Serv.	1,618,000
Athletic Events	389,000
	$8,786,000

XII. Local government relationships

Value of property exemptions	$432,000
Taxes paid 1980	$ 97,075

40

WASHINGTON AND JEFFERSON COLLEGE

I. Name of Institution and Location

A. Name — Washington and Jefferson College

B. Location — Washington, PA (Washington County)

II. The Community

A. Service area — Washington and Allegheny Counties

B. Population (1977)
1. Total — 1,708,234
2. Density — 2,025 Allegheny Co.; 273.5 Washington Co.

C. Personal income (1974)
1. Total — $12,248,261,000
2. Per capita — $7,184

D. Employment (1977)
1. No. employed — 605,772
2. Percent unemployed — 7% (estimated)

III. Service Area Business Activity (1980)

A. Manufacturing
1. No. establishments — 1,783
2. No. employed — 177,946

B. Mercantile (retail and wholesale)
1. No. establishments — 13,414
2. Sales volume — $2,000,696,000

C. Selected services
1. No. establishments — 11,857
2. Sales volume — $2,055,127,000

D. Financial
1. No. institutions — 44
2. Total deposits — $13,353,578,000

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 960
b. 1980 — 1,057
2. Part-time
a. 1970 — 16
b. 1980 — 201

B. Students' home residence
1. From within service area — 515
2. From Pennsylvania — 861
3. Out-of-state — 196

C. Degree offerings
1. Two (A.A., B.A.)

V. Financial Characteristics and Trends

A. Revenues	1970	1980
1. Tuition and fees	$ 1,594,612	$ 4,570,804
2. Government appropriations	24,633	394,079
3. Government grants and contracts	325,939	1,268,719
4. Private gifts, grants and contracts	—	—
5. Investment income	327,808	1,339,885
6. Sales and services — educational activities	—	—
7. Sales and services — auxiliary enterprises	975,507	1,586,485
8. Other revenues	—	375,670
9. Total revenues	$3,248,499	$9,535,642
B. Expenditures		
4. Total expenditures	$6,675,579	$9,878,107

C. Capital assets (1979-80)
1. Book value — land
2. Book value — buildings
3. Book value — equipment
} $33,025,174

D. Cash and investments
1. Investments (Total) $10,590,995

E. Indebtedness
1. Outstanding indebtedness (1980) — $6,955,797

VI. The Institution as a Consumer

A. Total current expenditures for goods and services (Local)

1. Institution	$6,759,536
2. Employees	2,670,535
3. Students	1,757,950
4. Visitors	418,825
5. Total	$11,606,846

C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 0.12%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff — 106
2. Supportive personnel — 107

B. Average monthly payroll — $254,950

C. Average monthly cost of cash benefits — $9,474

E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 1.4%

F. Institutional payroll as a percentage of total service area labor and proprietor's income — 1.4%

VIII. The Institution as a Property Owner (1979-80)

A. Capital expenditures
1. Land and buildings
2. Equipment
} $2,467,238

B. Book value of real property owned — $33,025,174

C. Ratio of book value of real property to service area market value — .9%

IX. The Institution as an Investor (1980)

A. Bank deposits

1. Average monthly balance — institution, employees, students
   a. In-service area — $982,894
   b. Outside service area — $295,469
2. Ratio of bank deposits to total deposits in service area — minimal.

B. Endowments
1. Market value end-of-year 1980 — $11,726,600

X. Auxiliary Enterprises (1980)

	Income	Expend.
Residence Halls	$ 669,405	$ 929,114
Dining Hall	706,052	801,898
Bookstore	205,272	189,841
	$1,580,729	$1,920,853

XII. Local government relationships

Records do not provide a reasonable answer.

WILLIAMSPORT AREA COMMUNITY COLLEGE

I. Name of Institution and Location

A. Name — Williamsport Area Community College

B. Location — Williamsport, PA (Lycoming County)

II. The Community

A. Service area — Lycoming County

B. Population (1980)
1. Total — 118,400
2. Density — 97/sq. mi.

C. Personal income (1978)
1. Total — $804.7 million
2. Per capita — $7,101

D. Employment (1980)
1. No. employed — 47,400
2. Percent unemployed — 11.8%

III. Service Area Business Activity

A. Manufacturing (1978)
1. No. establishments — 188
2. No. employed — 18,875

B. Mercantile (retail and wholesale) (1977)
1. No. establishments — 1,398
2. Sales volume — $666 million
3. No. employed — 1,614 (includes service industry employees)

C. Selected services (1977)
1. No. establishments — 914
2. Sales volume — $47 million
3. No. employed (included with mercantile)

D. Financial (1980)
1. No. institutions — 11
2. Total deposits — $653.0. million

IV. The Institution

A. Enrollment
1. Full-time
a. 1970 — 2,602
b. 1980 — 2,818
2. Part-time
a. 1970 — 128
b. 1980 — 658

B. Students' home residence
1. From within service area — 1,500
2. From Pennsylvania — 3,078
3. Out-of-state — 50

C. Degree offerings
1. Three (A.A.S., A.A.A., A.A.)

V. Financial Characteristics and Trends

A. Revenues	1969-70	1979-80
1. Tuition and fees	$ 1,587,313	$ 3,689,507
2. Government appropriations	2,421,217	4,950,960
3. Government grants and contracts	16,526	917,662
4. Private gifts, grants and contracts	1,151	1,835
5. Investment income	28,728	635,490
6. Sales and services — educational activities	7,030	13,261
7. Sales and services — auxiliary enterprises	256,898	393,510
8. Other revenues	12,171	107,677
9. Total revenues	$4,394,034	$10,709,902
B. Expenditures		
1. Education and general	$4,006,363	$9,904,769
2. Auxiliary enterprises	201,921	377,636
3. Other expenditures	—	—
4. Total expenditures	$4,208,284	$10,282,405

C. Capital assets (end of year 1979-80)
1. Book value — land — $.25 million
2. Book value — buildings — $28.4 million
3. Book value — equipment — $6.3 million

D. Cash and investments (1979-80)
1. Investments (Total) — $4,000,000

E. Indebtedness (end of year 1979-80)
1. Outstanding indebtedness — $4,335,000

VI. The Institution as a Consumer (1979-80)

A. Total current expenditures for goods and services (Local)

1. Institution	$7,304,246
2. Employees	7,178,140
3. Students	4,134,770
4. Visitors	443,500
5. Total	$19,060,663

B. Secondary expenditure
1. Multiplier — 1.6315
2. Total attrib. expenditure — $31,097,471

C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area — 2.2%

VII. The Institution as an Employer (1979-80)

A. Total full-time employment
1. Professional staff
2. Supportive personnel
} 236

B. Average monthly payroll — $450,000

C. Average monthly cost of cash benefits — $53,503

D. Number of jobs attributable to the institution — 922-1,113*

E. Total employment in-service area attributable to higher education as a percent of total employment in the service area — 1.6%

*Calculated by PEL based upon 36-46 jobs created per $1 million expended.

F. Institutional payroll as a percentage of total service area labor and proprietor's income — .67%

VIII. The Institution as a Property Owner

B. Book value of real property owned — $42.5 million (includes value of real property owned by employees)

C. Ratio of book value of real property to service area market value — .75%

IX. The Institution as an Investor

A. Bank deposits (6/30/80)

1. Average monthly balance — institution, employees, students
   a. In-service area — $6,219,625
2. Ratio of bank deposits to total deposits in service area — 1.07%

B. Endowments

1. Market value end-of-year 1979-80 — $4,606,300

X. Auxiliary Enterprises

A. Income (1979-80)

Food services	$ 26,836
Student stores	387,107
Total	$413,943

XII. Local government relationships

Estimated the value of property tax exemption to be 250,000.

APPENDIX

— ROSTER OF COMMITTEES

— CASE STUDY REPORT SUMMARY FORM

PENNSYLVANIA HIGHER EDUCATION ECONOMIC IMPACT STUDY

Overview Committee

Rev. William J. Byron, S.J. (Chairman)
President
University of Scranton

Dr. Lewis W. Bluemle, Jr.
President
Thomas Jefferson University

Mr. Keith Doms, Director
Free Library of Philadelphia

Dr. Laurence V. Lauth
President
Community College of Allegheny County

Dr. James A. Ream
Executive Director
Pennsylvania Association of Colleges & Universities

Dr. Jack E. Freeman
Sr. Vice Chancellor for Administration
University of Pittsburgh

Dr. Janet L. Travis
President
Mansfield State College

Dr. Walter H. Plosila
Director
Pennsylvania Governor's Office of Policy & Planning

Mr. Kenneth R. Reeher
Executive Director
Pennsylvania Higher Education Assistance Agency

Technical Advisory Committee

Mr. Kenneth G. Ainsworth
Department of Economics
Allegheny College

Mr. Elliot Falk
Vice President for Financial Affairs
Robert Morris College

Mr. John Gruenstein
Research Department
Federal Reserve Bank of Philadelphia

Dr. Richard Hoffman
Vice President for Budget and Planning
Franklin and Marshall College

Dr. Jack Mahon
Assistant to the President
Bucks County Community College

Dr. Michael D. McCarthy
Vice President, Contracts Research
Wharton EFA, Inc.

Mr. Dale Miller
Dean of Administration
Harrisburg Area Community College

Mr. Robert Reynolds
Special Assistant to Deputy Secretary for
Research, Planning and Data Management
Pennsylvania Department of Education

Mr. Norman Robertson
Sr. Vice President and Chief Economist
Mellon Bank, N.A.

Dr. Andrew Shaw
Dean of Management
Wilkes College

Dr. Thomas Vernon
Associate Professor of Economics
Clarion State College

CASE STUDY REPORT SUMMARY

I. Name of Institution and Location
- A. Name
- B. Location

II. The Community
- A. Service area
- B. Population
  1. Total
  2. Density
- C. Personal income
  1. Total
  2. Per capita
- D. Employment
  1. No. employed
  2. Percent unemployed

III. Service Area Business Activity
- A. Manufacturing
  1. No. establishments
  2. No. employed
- B. Mercantile (retail and wholesale)
  1. No. establishments
  2. Sales volume
  3. No. employed
- C. Selected services
  1. No. establishments
  2. Sales volume
  3. No. employed
- D. Financial
  1. No. institutions
  2. Total deposits

IV. The Institution
- A. Enrollment
  1. Full-time
     a. 1970
     b. 1980
  2. Part-time
     a. 1970
     b. 1980
  3. Degrees confered (19____)
     a. Undergraduate
     b. Graduate
- B. Students' home residence
  1. From within service area
  2. From Pennsylvania
  3. Out-of-state
- C. Degree offerings
  1. No.

V. Financial Characteristics and Trends
- A. Revenues 19____ 19____
  1. Tuition and fees
  2. Government appropriations
  3. Government grants and contracts
  4. Private gifts, grants and contracts
  5. Investment income
  6. Sales and services — educational activities
  7. Sales and services — auxiliary enterprises
  8. Other revenues
  9. Total revenues
- B. Expenditures
  1. Education and general
  2. Auxiliary enterprises
  3. Other expenditures
  4. Total expenditures
- C. Capital assets
  1. Book value — land
  2. Book value — buildings
  3. Book value — equipment
- D. Cash and investments
  1. Investments
- E. Indebtedness
  1. Outstanding indebtedness

VI. The Institution as a Consumer
- A. Total current expenditures for goods and services (Local)
  1. Institution
  2. Employees
  3. Students
  4. Visitors
  5. Total
- B. Secondary expenditure
  1. Multiplier used
  2. Total attrib. expenditure
- C. Total institution-related expenditure in service area as a percent of total retail, wholesale and selected service industry sales in service area.

VII. The Institution as an Employer
- A. Total full-time employment
  1. Professional staff
  2. Supportive personnel
- B. Average monthly payroll
- C. Average monthly cost of cash benefits
- D. Number of jobs attributable to the institution
- E. Total employment in-service area attributable to higher education as a percent of total employment in the service area.
- F. Institutional payroll as a percentage of total service area labor and proprietor's income.

VIII. The Institution as a Property Owner
- A. Capital expenditures
  1. Land and buildings
  2. Equipment
- B. Book value of real property owned
- C. Ratio of book value of real property to service area market value.

IX. The Institution as an Investor
- A. Bank deposits
  1. Average monthly balance — institution, employees, students
     a. In-service area
     b. Outside service area
  2. Ratio of bank deposits to total deposits in service area.
- B. Endowments
  1. Market value end-of-year 19____

X. Auxiliary Enterprises
- A. Income
- B. Expenditures

XI. Services to Business and Community

XII. Local Government Relationships